

NJ State Outreach Business Plan FY 2006-2007

Objective : Provide leadership to ensure that all programs and services are made accessible to all customers, fairly and equitably, with emphasis on reaching the underserved and socially disadvantaged farmers and ranchers by reaching out to the “underserved” communities through partnerships resulting in trust and full participation in all programs.

Goals and Activities		Who	When	To Date
Goal A:	Develop Outreach Plan			
Activity 1:	Develop State Outreach Plan and include in the State Business Plan	SOC	FY06	
Activity 2:	Develop Outreach protocol for all offices	SOC, DCs	FY06-07	
Activity 3:	Train all employees on outreach responsibilities and opportunities	SOC, PAS	FY06-07	
Activity 4:	Make State Outreach Plan available to all employees via the website	SOC, Webmaster	FY 06	
Activity 5:	Make Outreach Reporting Tool available to all employees via the website (Reporting Tool is attached as Appendix A)	SOC, Webmaster	FY 06	
Activity 6:	Conduct Outreach Reviews of offices during Program Review every 2 years	SOC	FY 07	
Goals and Activities		Who	When	To Date
Goal B:	Determine Demographics of the State of New Jersey			
Activity 1:	Determine demographic data for each service area	SOC, PAS, GIS Specialist, DCs	FY06-07	
Activity 2:	Develop an easy to read presentation of demographic data	SOC, GIS specialist	FY06-07	
Activity 3:	Make data available to all employees via the website	SOC, Webmaster	FY 07	
Activity 4:	Establish contacts with underserved communities	SEPMs, SOC, DCs	Ongoing	Ongoing
Goals and Activities		Who	When	To Date
Goal C:	Outreach Training			
Activity 1:	Attend the NEDC'S National Outreach Training Course (no date established at this time) and other applicable NEDC courses	SOC, PAS	FY 06	
Activity 2:	Provide statewide outreach training to all employees at an All Employee's Meeting	SOC, PAS	FY 06-07	
Activity 3:	Encourage employees to identify Outreach Training on the IDPs (Recommended Courses from National Outreach Quality Assurance Review attached as Appendix B)	Managers	FY 07	
Goals and Activities		Who	When	To Date
Goal D:	Communications			
Activity 1:	Distribute Press Releases, Direct Mailings, and Newsletters	PAS	Ongoing	Ongoing
Activity 2:	Submit all NRCS Press Releases to FSA for inclusion in FSA Newsletter	DCs	FY 06	
Activity 3:	Hold public meetings, listening sessions, and information sessions	PAS	Ongoing	Ongoing
Activity 4:	Display NRCS information at county fairs, agricultural associations meetings, agricultural meetings, and other appropriate meetings	PAS,DCs, SOC	Ongoing	Ongoing
Activity 5:	Place outreach information on the New Jersey website	SOC, Webmaster	FY 06-07	

Goals and Activities		Who	When	To Date
Goal E:	Responsibilities, Records, and Reporting			
Activity 1:	Define role of PAS in outreach process	PAS and Supervisor	FY06	
Activity 2:	More fully involve and utilize the PAS to convey information and establish communication links to assist the State Outreach Coordinator in meeting the State's Outreach Plan	PAS and Supervisor	FY06	
Activity 3:	Record and report program delivery and outreach efforts and accomplishments to the SOC	Managers	FY 07	
Activity 4:	Record and report program delivery and outreach efforts and to the State Conservationist, East Regional Outreach Coordinator, NRCS NHQ Outreach Division, and other groups as requested	SOC	FY 06	
Activity 5:	Analyze the outreach accomplishment and activities and identify successes and barriers to outreach	SOC	FY 07	
Goals and Activities		Who	When	To Date
Goal F:	Public Notification and Customer Service			
Activity 1:	Provide direct assistance to the field in the development of outreach tools to implement the NJ outreach process	SOC, PAS	FY 06	
Activity 2:	Assist field employees in utilizing census data to create a demographic scheme for service counties	GIS Specialist	FY 07	
Activity 4:	Keep current conservation program fact sheets on the website	Webmaster, PAS	Ongoing	Ongoing
Activity 5:	Translate NRCS Publications to Spanish	NRCS, HEPM	Ongoing	Ongoing

APPENDIX A



United States Department of Agriculture
Natural Resources Conservation Service



NEW JERSEY
OUTREACH

Outreach Reporting Form

Directions: This form is to be completed by any employee who engages in outreach activities (ex. county fairs, career fairs, school/community presentations, workshops, partner events, history month activities, etc.). Managers should save an office copy and submit this form and any supporting documents to the Outreach Coordinator within **30 days** following the conclusion of the activity. Contact the Outreach Coordinator with questions.

Event

Title: _____

Description: _____

Purpose: _____

Date: _____ Time: _____

Location: _____

NRCS Staff Participation

Name: _____

Phone: _____ Email: _____ Office: _____

Role: _____

Total Hours: _____

APPENDIX A

Partners Involvement

Organization: _____ Name: _____

Phone: _____ Email: _____

Address: _____

Role: _____

Audience

Total Number in Attendance: _____

Please check all that apply to describe the audience:

Ethnicity ☐ American Indian ☐ Asian Pacific Islander ☐ Black

☐ Hispanic ☐ White non-Hispanic ☐ Other

Gender M ☐ F **Disabled** Y ☐ N ☐

Additional Comments

Supporting Documents (Optional)

Please submit supporting documents with this form (ex. flyers, advertisements, registration forms, press releases, sign-in sheets, etc.).

*** Send all outreach reporting materials to the Outreach Coordinator within 30 days following the conclusion of the activity. ***

Outreach Coordinator

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APPENDIX B

Courses Available for Outreach Training*

While there is no formal list of training courses for Outreach, the below listed courses can be used as training tools to assist Outreach Coordinators, Program Mangers, and other employees to better understand how to apply and deliver the outreach process.

National Employee Development Center Courses

**National Outreach Training Course

Cultural Resources

Working Effectively with American Indian Tribes (Harmony Workshop)

Government to Government- Working Effectively with Indian Nations

Basic Communications Skills

Interpersonal Skills Training

Civil Rights in Program Delivery

Public Participation

Grant Writing

Effective Facilitator

Advanced Facilitator Workshop

USDA Graduate School Courses

Leading Teams and Groups

Positive Approaches to Difficult People

Conflict across Cultures

Effective Communication with Customers

Environmental Justice

Time Management

Public Speaking

Speaking with Confidence

* Taken from Outreach Quality Assurance Review Report FY 2005

**The National Outreach Training Course is a NEDC based course with the roll-out scheduled for April of FY05.

It will be a formal classroom and web-based course covering such topics as: Self and Community Assessments; Diverse Community; Capacity Building; Forming Partnerships; How to Recognize and Work with Community Leaders; Demographics; Success Stories; and some of the "Do's and Don'ts" of Outreach.